ABSTRACT OF THE DISCLOSURE

Systems and techniques associate one or more dynamic attributes with one or more opportunities representing potential commercial transactions. Each opportunity may include one or more static attributes that are automatically associated with the opportunity. Each opportunity may further include one or more dynamic attributes. Subsequent to their creation, dynamic attributes may automatically be associated with each opportunity, with each opportunity of a particular type, with one or more opportunities meeting a certain criterion, or may be generated by a user for a particular instance of an opportunity.

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